GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:2850
ANSWERED ON:11.08.2005
OUTSOURCING OF PUBLIC RELATIONS WORK BY A.I.
Vallabbhaneni Shri Balashowry

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether the Air India proposes to outsource its public relations work;

(b) if so, the details alongwith the reasons therefor;

(c) whether Air India is considering to appoint public relations agency;

(d) if so, the details of agencies shortlisted and selected for the purpose; and

(e) the main activities to be assigned to these agencies?

Answer

- MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF CIVIL AVIATION (SHRI PRAFUL PATEL)

(a):- No, Sir.

(b):- Does not arise.

(c),(d) and (e):- While the Public Relations Department of Air India would continue to handle the function of media relations, two agencies have been shortlisted based on technical bids to supplement the efforts of the Department. The main activities proposed to be assigned to the agency include media monitoring, image audit, providing communication counsel and advice on an ongoing basis, assist and develop effective channels o f communications t o consumers, employees, trade and other partners and other related activities.